

# **INCREASE** **GENEROSITY** IN YOUR CHURCH

**YEAR-END  
GIVING  
CAMPAIGN  
PLAYBOOK**





A background of torn, crumpled white paper. The word "generosity" is printed in a dark, serif font, tilted diagonally across the paper.

generosity

# Why Year-End Giving?

Are you considering launching a giving campaign for your church? Year end is the perfect time. Known as the season of giving, November and December hold a significant potential to raise generous donations.

Year-end giving is not just about money, it's about encouraging people to steward their assets according to Jesus's teaching In Matthew 6:19-21.

Year-end giving allows people to give joyfully to God through the church and creates an opportunity for engagement centered around your church and Gods' mission.

**11%**

OF ALL ANNUAL  
CHARITABLE  
CONTRIBUTIONS  
ARE MADE IN THE  
LAST THREE DAYS  
OF THE YEAR

# Year-End Giving Tips

## **Be Transparent**

Transparency in handling year-end donations is absolutely crucial for a multitude of reasons. First and foremost, it builds trust within your congregation. When members see that their contributions are being used responsibly and effectively, they are more likely to continue giving generously. It's important to remember that transparency isn't just about sharing where the money is going, but also about acknowledging the impact of these donations.

## **Use Storytelling**

Sharing compelling stories about the impact of past year-end donations can be a highly effective strategy for your upcoming campaign. It's a way to connect, inspire, and build trust with your potential givers.

## **Use All Communication Channels**

In this day and age, we have so many ways to communicate with each other. For your year-end giving campaign, consider making announcements at Sunday services, sending emails and letters, posting on social media, and updating your website. Different people like different ways of getting information. By using all these ways to communicate, you make sure everyone knows about the campaign, feels included and gets inspired to grow in their generosity.





## Participate in Giving Tuesday

**We encourage you to join the global movement of Giving Tuesday, a day dedicated to generosity and giving. It's held on the first Tuesday after Thanksgiving each year. Here are ways for you to participate and provide your people an avenue for giving generously through your church.**

**Plan Your Outreach:** Develop a comprehensive plan detailing how you will communicate your campaign to your congregation and wider community.

**Get the Word Out:** Use all available platforms to promote your campaign. This includes social media, email newsletters, and announcements during services.

**Involve Your Congregation:** Encourage members of your church to play an active role in the campaign. They can serve as ambassadors, spreading the word and inspiring others to get involved.

***Get More Giving Tuesday Tips Here -->***



### **Sample Social Media Post:**

**Post Text:** This Giving Tuesday, let's come together as a community and make a difference! 🙏❤️ We're launching our #GivingTuesday campaign with a goal to raise funds to support local families in need. Every dollar you donate will go directly to providing food, clothing, and other essential items. Let's show the power of our generosity! Visit our bio link to make your contribution today. #GivingTuesday #OurChurchCommunity





# Sample Giving Tuesday Email

Subject: Join Us This Giving Tuesday and Make a Difference

Dear [Church Member],

We hope this message finds you well. As we approach the season of giving, we want to share an opportunity for you to extend your generosity beyond our church walls.

This year, on the first Tuesday after Thanksgiving, our church is participating in Giving Tuesday, a global event that promotes kindness and charitable giving. We're excited to announce our campaign, "Giving Hearts, Changing Lives," aimed at supporting local families in need.

We invite you to join us in this movement of generosity. You can make your donation by visiting our website or through our church app. No amount is too small, and each gift will have an immediate impact on the lives of those less fortunate in our community.

Remember, Giving Tuesday isn't just about monetary donations. It's about giving your time, your voice, your resources, and your talents. It's about making a difference in any way that you can.

Thank you for considering this request. Your ongoing support and commitment to our church community are deeply appreciated.

With Gratitude,



<https://www>



## Utilize Your Website

**Your website is a crucial tool for your year-end giving campaign.**

Here's how you can use it effectively:

1. **Prominent Donation Button:** Make sure your donation button is clearly visible on every page of your website, preferably in the top right corner. This makes it easy for potential donors to take action immediately.
2. **Dedicated Campaign Page:** Create a dedicated page for your year-end giving campaign. This should explain the purpose of the campaign, how the funds will be used, and the impact of previous donations. Include compelling visuals and stories to make a stronger connection with your audience.
3. **Secure and Simple Donation Process:** The donation process should be secure and simple. Donors should be able to choose the amount they wish to donate, enter their information, and complete the donation within a few clicks.
4. **Integrate Social Media:** Integrate social media buttons on your campaign page to encourage visitors to share your campaign with their networks.
5. **Thank You Page:** After a donation is made, direct donors to a thank-you page. This page should express your gratitude and provide additional information about how the donation will be used.





# Incorporate Social Media

Social media and emails are also key tools. They can spread the word about the year-end giving initiative.

Sample Social Media Post:

🎉 As this year comes to an end, we want to thank our wonderful community for their generosity and support. Your contributions have made a world of difference! If you'd like to make a year-end gift, you can do so at [insert link]. Every bit helps us move forward with our mission. Thank you! #YearEndGiving

🎁 As we reflect on the year gone by, we're filled with gratitude for your unwavering support. Your contributions have powered our mission and made a significant impact in our community. As we approach the end of the year, consider making a year-end gift to help us continue this work. Donate here: [insert link]. Thank you for your generosity! #YearEndGiving

☀️ The holiday season is a time of giving, and we're so grateful for the kindness our community has shown us throughout the year. As we prepare for the upcoming year, we invite you to contribute to our year-end giving campaign. Your donation will go a long way in ensuring we can continue our valuable work. Donate here: [insert link]. #YearEndGiving





# Implement Email & Snail Mail

Be sure to include direct mail and email into your year end giving plan.

## Tailor Your Messaging

Making a personal appeal to each person can make a big difference. It can remind them of their integral place in the Church and motivate them to give more generously.

Here are a few strategies for tailoring messages to different donor segments based on their previous giving history:

**Regular Donors:** Regular donors already have an established relationship with your organization, so you can use more personalized language. Share updates on specific projects they've contributed to and show how their continuous support is making a difference.

**Major Donors:** These donors make significant contributions to your organization. Tailor your messages to acknowledge the substantial impact of their gifts. Consider sharing exclusive updates.

**Lapsed Donors:** These are individuals who have donated in the past but haven't recently. In your message, express that you miss their support and update them on what has been happening since their last contribution. Offer easy ways for them to re-engage with your organization.

We've built three custom letters to send via email and mail to your givers. See the following pages.





# Sample Letter For Major Givers

Subject: A Heartfelt Thanks and Invitation for Year-End Giving

Dear [Recipient's Name],

I hope this message finds you well. As we approach the end of another year, we are reminded of the great blessings God has bestowed upon our lives. Our church has been a testament to His love and generosity. In fact, in this last season, [**story here**].

We want to express our deepest gratitude for your significant support throughout the year. Your giving is not just a donation, but a form of worship, a way to give back to God from what He has given us.

As we approach the year's end, we invite you to continue your journey of generosity.

Your year-end gift will help us to:

- 1. Sustain our existing ministries and outreach programs.
- 2. Support families in need within our congregation and community.
- 3. Plan for the future growth and development of our church.

You are not just giving to a church, you are giving through the church, in service to God. And in doing so, you are participating in the work of the Lord, showing His love and compassion to others.

To make your year-end gift, you can visit [**Church's Giving Page**] or send a check to [**Church's Address**]. Please ensure all gifts are received by [**Date**] to be included in this year's giving.

Once again, we thank you for your continued support and pray that God will bless you abundantly. We look forward to continuing our shared mission of spreading God's love in the coming year.

With warm regards,

  
\_\_\_\_\_  
Pastor



## Sample Letter For Active Givers

Subject: A Heartfelt Thanks and Invitation for Year-End Giving

I hope this message finds you well. As we approach the end of another year, we are reminded of the great blessings God has bestowed upon our lives. Our church has been a testament to His love and generosity. In fact, in this last season, [**story here**].

Your support has been invaluable to our church and community. Your giving has been about more than money. It's been about sharing God's love and making a real difference in people's lives. And for that, we're incredibly grateful.

As we approach the year's end, we invite you to continue your journey of generosity.

Your year-end gift will help us to:

- Sustain our existing ministries and outreach programs.
- Support families in need within our congregation and community.
- Plan for the future growth and development of our church.

You are not just giving to a church, you are giving through the church, in service to God. And in doing so, we are participating in the work of the Lord, showing His love and compassion to others.

To make your year-end gift, you can visit [**Church's Giving Page**] or send a check to [**Church's Address**]. Please ensure all gifts are received by [**Date**] to be included in this year's giving.

Once again, we thank you for your continued support and pray that God will bless you abundantly. We look forward to continuing our shared mission of spreading God's love in the coming year.

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Pastor





## Sample Letter For Lapsed Givers

Subject: A Heartfelt Thanks and Invitation for Year-End Giving

I trust this letter finds you well. As we approach the end of another year, it is a time of reflection and gratitude. We are grateful for the many blessings we have received and the opportunities we have had to serve our community through God's grace.

[**Story here**] We couldn't do it without the generous support of our congregation – people like you, who have given so much in the past.

As we prepare for the coming year, we invite you to consider renewing your commitment to our church. Your contribution, no matter how small, can make a significant difference. When you give, you're not just donating money – you're giving to God through the church, supporting our shared mission, and impacting lives.

A handwritten signature in dark blue ink, written in a cursive style. The word "Signature" is written above the signature line.

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Pastor



# Storytelling Worksheet

Year end is a perfect time to remind your church of the impact their donations have made in the past through storytelling. Use storytelling to provide a compelling reason to give and get people excited about giving through your church & increase generosity overall.

**What are 3–4 wins, because of generous giving, you can celebrate together?**

**What are the details (how many people helped, impact in Heaven, earthly need met)?**

**How did this help your church fulfill its mission?**





# COMPLETELY- DONE-FOR-YOU YEAR-END GIVING CAMPAIGN

**We'll do all the hard work!**

**01**

## **We schedule emails, Social Posts and Handle Mailings**

We will work with you to customize the enclosed social media and letter examples for your church and then schedule and mail your campaign pieces.

**02**

## **You Get Access to Shareable Graphics**

You can easily use the graphics to share on screens, posters, postcards and more.

**03**

## **Your People are Intentionally Invited to be Generous through Your Church**

**Contact us to get started!**



# Let's Connect

**Noonday Association**



770-422-3347



graphics@noondaynet.org



[www.noondaynet.org](http://www.noondaynet.org)